



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 600 TECHNOLOGY ENTREPRENEURSHIP TECHNOLOGY
BLUEPRINT
PORTABLE DOC CASE

FACULTY : FACULTY OF SPORT SCIENCE AND RECREATION
PROGRAMME : SR243
SEMESTER : 5
GROUP : NSR2435S2A

NAME : NOOR FARAH DIYANAH BINTI ISMAIL
STUDENT ID : 2019584219
LECTURER : MADAM HILWANA BINTI ABD KARIM
SUBMISSION DATE : 27 JUNE 2020

TABLE OF CONTENTS

1.0	EXECUTIVE SUMMARY	1
2.0	PRODUCT DESCRIPTION	2
3.0	TECHNOLOGY DESCRIPTION	3
4.0	MARKET ANALYSIS AND STRATEGIES	5
4.1	Customer.....	5
4.2	Market Size and Trend.....	7
4.2.1	The Current Total Market Size	7
4.3	Competition	8
4.4	Market Share and Sales	10
4.4.1	Total Market share for 2021	10
4.4.2	Sale Forecast	11
4.5	Marketing Strategy	12
4.5.1	Overall Marketing Strategy	12
4.5.2	Pricing	12
4.5.3	Service and Warranty Policy	12
4.5.4	Advertising and Promotion	13
	13
4.5.5	Distribution	14
5.0	MANAGEMENT TEAM	15
5.1	Organisation Team.....	15
5.2	Management Personnel.....	15
5.2.1	Career Highlights	15
5.2.2	Duties and Responsibilities	16
5.3	MANAGEMENT COMPENSATION.....	18
5.3.1	Supporting Professional Advisor and Service	18
6.0	CONCLUSION	19
7.0	APPENDICES	20

1.0 EXECUTIVE SUMMARY

In this current situation, people like the thing that can ease their life. In order to fulfil the demand, I came out with the idea of Portable Doc Case. I focus on worker and student population which are still using a bag to their office or campus. Therefore, we have designed the product suitable to customers need. Plus, the Portable Doc Case have many advantages compared to others common briefcase because we develop some new function such as many compartments, have searching code, attachable and not easily torn. Our product has great quality and technology that can satisfying people. We applied the hardy and light element because it will ease our customer to bring it anywhere, they go. Furthermore, we provide the affordable price with high quality material and provide long lasting product.

We develop some new function to overcome the problem from previous issues that happen when use the common briefcase. People do not have to worry about the future problem because we provide great function from our briefcase. Other than that, we implement with interesting design that will attract people to use and easy to carry wherever they bring.

2.0 PRODUCT DESCRIPTION

The design of Potable Doc Case is unique because it the only briefcase that can attached to the wall. We confirm the product is multifunction. As stated before, the case has many compartments to keep document and stationery. Each compartment will be provided with code to facilitate the search process. Where it has been set in the front of the case to make the document search process easier. When we enter the code, the compartment where the file is will out at the side of the case. It's like a concept of a drawer. At the bottom of the case there will be a separate compartment that can fill stationary such as pen, pencil, paper clip, and glue. Portable Doc Case are using digital electronic code so 3AAA battery are use as energy supply. the battery has more than 1-year battery life and after the battery end it can be changeable. This case is using low power consumption and the digital electronic code is automatic prompt when the power is enough. Other than that, Potable Doc Case comes with multiple colours to let customers choose their favourite case. There are 7 colours of Portable Doc Case which is black, white, blue, green, pink, purple and red. Additionally, this case is created with very light in weight to make customer facing no problem to carry the case.

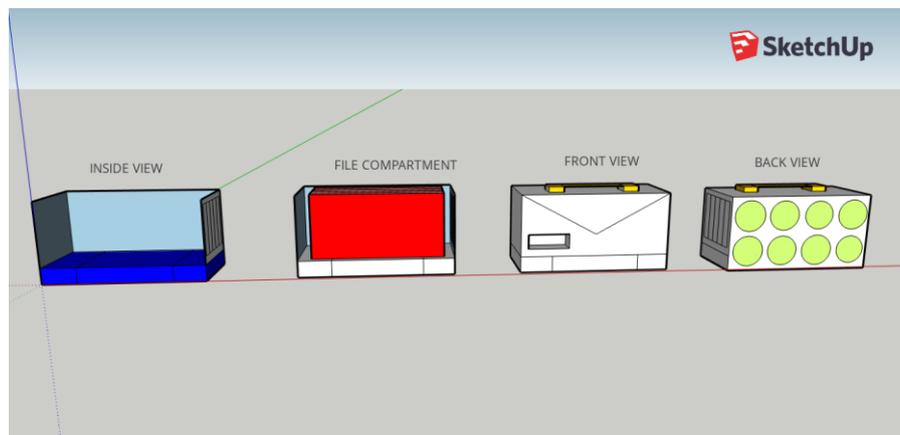


Figure 1: Portable Doc Case

3.0 TECHNOLOGY DESCRIPTION

Portable Doc Case using a technology of a smart locks which using a numerical code for authentication are typically called digital keypad. They usually accept combination lengths between 4 and 12 digits, and do not require users to possess any physical key to gain access. an electronic safe is an electro-mechanical safe operated by electronics. The electronic code lock is an electronic product that controls the circuit or chip operation (access control system) through password input, thereby controlling the closing of the mechanical switch and completing the unlocking and locking tasks. The reason we have developed this product with simply and friendly user is to ease our customer so they would have a quality work time.

Technology used	Description
	Touch Keypad Password Key Access Lock Digital Electronic Code